

Magazine: SKI

Issue: 1/00/85

Total Pages: 124

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
MARLBORO 100 # 989 pg:20	22			OPP: FP BW AD
MERIT+M # 674 pg:23	15			OPP: "SKI LIFE."
		CAMEL L # 493 pg:39		
		STERLING # 123 pg:54		
		NEWPORT # 439 pg:63		
		SALEM+L # 459 pg:30		

TOTAL CIGARETTE ADS = 6 TOTAL ADVERTISING = \$117,392

2040690554

Magazine: SKI

Issue: 2/00/85

Total Pages: 100

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
MARLBORO 25+25L # 108 pg:20-PG1	111		SP	
MERIT # 482 pg:13	111			OFF: "SKI LIFE".
		CAMEL L # 493 pg:39		
		SALEM+100 # 449 pg:30		

TOTAL CIGARETTE ADS = 4 TOTAL ADVERTISING = \$99,021

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Magazine: SKI

Issue: 3/00/85

Total Pages: 90

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
MERIT # 679 pg:2C	17			OFF: BW AD.
		SALEM L+100L # 236 pg:8		
		CAMEL L # 496 pg:30-31	SF	
MARLBORO 25+25L # 104 pg:BC	74			REG. PGS.

TOTAL CIGARETTE ADS = 4 TOTAL ADVERTISING = \$101,899

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Magazine: SKI
Issue: 4/00/85

Total Pages: 90

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
MARLBORO # 998 pg12C	13			OPP: BW AD.
MERIT+M # 689 pg114	13			OPP: "SKI LIFE".
		SALEM+100 # 464 pg135		
		CAMEL # 301 pg18C		

TOTAL CIGARETTE ADS = 4 TOTAL ADVERTISING = \$83,529

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Magazine: SKI
Issue: 9/00/85

Total Pages: 248

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
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MARLBORO 100 #1024 pg:53	11			OFF: "SKI'S BUYER'S GUIDE".
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		SALEM+100 # 467 pg:65		
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		CAMEL L # 548 pg:75		
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MERIT-UL: MUL # 165 pg:30	22			OFF: "LAST RUN".
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TOTAL CIGARETTE ADS = 4 TOTAL ADVERTISING = \$83,234

2040690558

Magazine: SKI

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Total Pages: 194

PHILIP MORRIS
ADSMIN
SEPCOMPETITIVE
ADSSIZE/
COLOR

REMARKS

MARLBORO 25+25L
112 pg123

111

OPP: "SKI LIFE".

SALEM L+100L
256 pg135CAMEL L
548 pg151MERIT UL+MUL
171 pg180

99

TOTAL CIGARETTE ADS = 4 TOTAL ADVERTISING = \$89,020

2040690559

Magazine: SKI
Issue: 11/00/85

Total Pages: 252

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
MARLBORO L+100L # 392 pg:23	22			OPP: "SKI LIFE".
		SALEM+100 # 484 pg:46		
MERIT UL+MUL # 180 pg:57	10			OPP: "MORE WAYS TO GO FAST".
		CAMEL # 323 pg:30		

TOTAL CIGARETTE ADS = 4 TOTAL ADVERTISING = \$83,234

2040690560

Magazine: SKI
Issue: 12/00/85

Total Pages: 212

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
MERIT UL+MUL # 179 pg:29	21			OFF: "RATINGS GATES, COPING WITH INJURY".
MARLBORO L+100L # 397 pg:51	10			OFF: "CAMPUS CRAZIES CLOBBER COLORADO".
		SALEM+L # 401 pg:62		
		CAMEL L # 577 pg:101		
TOTAL CIGARETTE ADS = 4		TOTAL ADVERTISING =		\$79,360